

Motoring Mavericks: Driving Youth Potential this Youth Month

This year's Youth Month in South Africa is more than a commemorative period. It's a reminder of the role young people have played, and continue to play, in shaping the nation's future. Rooted in the legacy of the 1976 Soweto uprising, the month honours the courage and influence of young South Africans who challenged the status quo and demanded change.

This year, that same spirit finds new expression through initiatives such as the NADA-powered [Motoring Mavericks](#), which is reigniting interest among South African youths in career opportunities in the automotive retail sector.

Motoring Mavericks directly addresses youth unemployment by opening young people's eyes to the breadth of opportunity within modern dealerships.

These are no longer purely sales and service environments, but sophisticated, technology-driven businesses requiring diverse skills, from digital marketing and finance to customer experience and technical expertise.

Importantly, the programme challenges outdated perceptions of the industry. It encourages a "maverick" mindset – one that embraces innovation, questions convention, and creates new possibilities. The positive resonance of the initiative with young South Africans could not be clearer.

To date, Motoring Mavericks has reached more than 2.8-million people across various social media platforms. The initiative's creatively executed videos have attracted over 2.1-million views, culminating in approximately 1,500 hours of watch time on YouTube alone. The follower count has exceeded 14,700 since Motoring Mavericks' launch in March.

This level of engagement is critical, particularly as the automotive sector evolves rapidly in response to digital transformation, changing consumer expectations, and emerging technologies.

Young people bring fresh perspectives, adaptability, and a natural affinity for technology. These attributes position them perfectly to succeed in an environment that demands agility and continuous learning. Equally significant is the industry's capacity to provide meaningful career pathways with demonstrable growth potential.

As we stand at the cusp of Youth Month, the message is clear: the future of the automotive industry will be driven by the energy, creativity and ambition of its youth. Through initiatives like Motoring Mavericks, the sector is actively building the skills, confidence and leadership required for tomorrow. This commitment ensures inclusion, growth, and long-term sustainability across South Africa's automotive value chain.

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